

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 COME-00
FRB-01 INR-10 NSAE-00 ICA-20 TRSE-00 XMB-04
OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 STR-07 CEA-01
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R 270738Z APR 78
FM AMEMBASSY DUBLIN
TO SECSTATE WASHDC 0464
INFO AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY THE HAGUE

UNCLAS SECTION 01 OF 02 DUBLIN 01362

E.O. 11652: N/A
TAGS: ETRD, BEXP, EI
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY

REF: STATE 95673

1. EMBASSY DUBLIN IS A SMALL POST WITH LIMITED EXPORT
PROMOTION RESOURCES (ONE ECON/COM OFFICER AND ONE AGATT
ASSISTED BY A TOTAL OF FIVE LOCAL EMPLOYEES). IN
COMPARISON WITH ITS WESTERN EUROPEAN NEIGHBORS THE
MARKET POTENTIAL IN IRELAND FOR US PRODUCTS MAY SEEM
LIMITED, GIVEN THE SMALL POPULATION AND RELATIVELY LOW
NATIONAL INCOME. BY WORLD STANDARDS, HOWEVER, IRELAND
IS A PROSPEROUS COUNTRY, WITH PER CAPITA GNP AT \$3,000,
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AND THIS RELATIVE AFFLUENCE COMBINED WITH THE
PRONOUNCED OPENESS OF THE IRISH ECONOMY PROVIDE FAR FROM
NEGLIGIBLE
OPPORTUNITIES FOR OVERSEAS SUPPLIERS. TOTAL
IRISH IMPORTS IN 1977 EXCEEDED \$5.5 BILLION, WITH US
SUPPLIERS ACCOUNTING FOR ABOUT \$500 MILLION. REAL GNP
GREW MORE THAN FIVE PERCENT IN 1977, AND THE GOVERNMENT

IS APPLYING A STRONGLY STIMULATIVE ECONOMIC PROGRAM TO BOOST THE GROWTH RATE TO AN ANNUAL RATE OF SEVEN PERCENT FOR 1978-80. AN AMBITIOUS INDUSTRIAL DEVELOPMENT PLAN IMPLIES RAPIDLY INCREASING IMPORTS OF CAPITAL GOODS, WHILE INCREASING DISPOSABLE INCOME DOES THE SAME FOR CONSUMER GOODS. IN ADDITION, LARGELY DUE TO MEMBERSHIP IN THE EC, TRADITIONAL TRADE PATTERNS ONCE DOMINATED BY THE UK ARE BREAKING DOWN, AND THERE IS A GROWING AWARENESS OF AND SENSITIVITY TO PRODUCT PRICE AND QUALITY US SUPPLIERS, THEREFORE, HAVE INCREASED OPPORTUNITIES HERE, PARTICULARLY IN LIGHT OF THE DOLLAR DEPRECIATION. CONDITIONS ARE RIGHT FOR A FURTHER INCREASE OF THE US SHARE OF THE IRISH MARKET. WHAT MIGHT WE BE DOING TO PROMOTE GREATER EXPORTS HERE?

2. FOSTERING OF INTEREST ON PART OF US SUPPLIERS: WE UNDERSTAND THAT A GREATER EMPHASIS IS BEING PLACED BY USDOC ON MAKING US SUPPLIERS AWARE OF SALES OPPORTUNITIES OVERSEAS, AND WE APPLAUD AN EFFORT WHICH SHOULD BE EXTREMELY HELPFUL IN INCREASED PENETRATION OF OVERSEAS MARKETS BY US GOODS. AT THE SAME TIME WE HOPE THAT THIS PROGRAM WILL NOT LEAD TO REDUCED ATTENTION TO OVERSEAS PROGRAMS.

3. OVERSEAS PROGRAMS: RELATIVELY SMALL MARKETS, SUCH AS IRELAND, PROBABLY DO NOT MERIT A
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SIGNIFICANT DIVERSION OF USDOC RESOURCES AWAY FROM MAJOR MARKETS. AT THE SAME TIME WE BELIEVE THAT MORE MIGHT BE DONE WITHOUT MUCH EXTRA EFFORT BY WASHINGTON AGENCIES TO BOLSTER OUR EXPORT PROMOPXZYON EFFORTS IN SMALLER COUNTRIES, PARTICULARLY THOSE SUCH AS IRELAND WHICH LIE ON THE PERIPHERY OF VERY LARGE MARKETS. FOR EXAMPLE, ALTHOUGH A MARKET MAY BE TOO SMALL TO JUSTIFY THE CREATION OF FULL BLOWN TRADE MISSIONS, PERHAPS MORE COULD BE DONE TO USE INDIVIDUAL BUSINESSMEN OR EXPERTS TRAVELLING TO OR FROM THE GENERAL AREA ON USDOC PROGRAMS FOR QUICK EN ROUTE STOPS AT ONE OR MORE SMALLER POSTS WITH POTENTIAL IN THAT PARTICULAR FIELD. LIKEWISE, CATALOG SHOWS PLANNED FOR A LARGER AUDIENCE MIGHT BE SYSTEMATICALLY SCHEDULED FOR SECONDARY USE BY SMALLER POSTS. IN OCTOBER 1977 POSTS WERE INFORMED OF DETAILS CONCERNING THE EXPORTER/AGENT INFORMATION SYSTEM. THE PROVISION OF DETAILED INFORMATION ON PRODUCT LINES OFFERED BY US FIRMS ACTUALLY INTERESTED IN EXPORTING SHOULD PROVE AN INVALUABLE ADDITION TO EFFORTS IN THE FIELD TO PROMOTE THE SALE OF US PRODUCTS. IN ADDITION, THE E/AIS COULD PROVE ESPECIALLY USEFUL FOR SMALLER POSTS. IT

WOULD ENABLE PARTICIPATION, FOR EXAMPLE, IN LOCAL TRADE SHOWS AT VERY LOW COST AND WITHOUT THE NECESSITY OF USDOC SUPPORT. PARTICIPATION IN SUCH HIGH VISIBILITY EFFORTS WOULD PUBLICIZE NOT JUST A PARTICULAR MARKET LINE BUT ALSO EMBASSY COMMERCIAL SERVICES IN GENERAL AND UNDERScore OUR WILLINGNESS TO HELP LOCAL BUSINESSMEN LOCATE COMPETITIVE US SUPPLIERS. FROM OUR PERSPECTIVE THERE IS ALSO ROOM FOR IMPROVEMENT IN COMMUNICATIONS BETWEEN WASHINGTON AND THE FIELD. PERHAPS TWO OF THE MORE OBVIOUS CANDIDATES FOR MORE EXPEDITIOUS TREATMENT RELATE TO EXPORT LICENCES AND EXIMBANK FINANCING.

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4. UTILIZATION OF MANPOWER: WASHINGTON REQUESTS FOR EMBASSY ACTION ON NON-EXPORT RELATED ECONOMIC ISSUES SEEMS TO BE EVER ON THE RISE. FOR SMALL ECON/COM UNITS THE EFFECT OF THIS INCREASE IS TO DIVERT RESOURCES FROM EXPORT PROMOTION EFFORTS. IN MANY INSTANCES THESE REQUESTS CONCERN IMPORTANT ISSUES OF CLEAR PRIORITY, BUT WE COULD CITE OTHER INSTANCES IN WHICH THE UTILITY OF THE EMBASSY'S INVESTMENT OF MANHOURS HAS NOT BEEN SO OBVIOUS. IN THIS ERA OF EVER TIGHTENING LIMITS

ON STAFF IT MIGHT MAKE SENSE TO ESTABLISH A MORE
EFFECTIVE SCREENING APPARATUS FOR ACTION REQUESTS TO THE
FIELD DESIGNED TO PROMOTE MAXIMUM MATCHING OF OUR
RESOURCES TO OUR PRIORITY OBJECTIVES. BY THE SAME
TOKEN WE WOULD HOPE THAT A NEW PROGRAM FOR EXPORT PROMOTIO
WILL PRECLUDE THE FURTHER REDUCTION OF MANPOWER
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AVAILABLE IN THE FIELD TO IMPLEMENT IT.

5. TOURISM: WE BELIEVE THAT MUCH MORE COULD BE DONE
TO ACTIVELY PROMOTE TOURISM TO THE US. GREATER
EUROPEAN AFFLUENCE, DECLINING TRANS-ATLANTIC
AIR FARES, THE SLIDE OF THE DOLLAR AND THE FACT
THAT VACATION IN THE US IS NOW CHEAPER THAN IN MOST
OF WESTERN EUROPE SHOULD HAVE SET THE STAGE FOR MASSIVE
INCREASES IN OUR INVISIBLE EARNINGS. YET UNTIL VERY
RECENTLY WE HAVE FOUND IT VERY DIFFICULT TO OBTAIN
EVEN BASIC TOURIST LITERATURE FOR DISTRIBUTION TO KEY
TRAVEL AGENCIES. WE UNDERSTAND THAT OUR EXPERIENCE IS
NOT UNCOMMON FOR SMALLER POSTS. SERIOUS CONSIDERATION
MIGHT USEFULLY BE GIVEN TO UPGRADING TOURIST PROMOTION
PROGRAMS.

6. AGRICULTURE: THE MAIN DETERRENT TO AGRICULTURAL
EXPORTS IS THE WORKING OF THE COMMON AGRICULTURAL
POLICY. THIS POLICY KEEPS EUROPEAN PRICES AT MORE THAN
DOUBLE U.S. PRICES FOR FEED GRAINS. CONSEQUENTLY IRISH
LIVESTOCK AND DAIRY PRODUCERS FEED THEIR ANIMALS MUCH
LESS GRAIN THAN THEY WOULD IF IT WERE NOT FOR THE LEVY OF
OVER \$100 PER TON.
AN ADDITIONAL PROBLEM HAS BEEN THE LACK OF QUALITY CONTROL IN THE
US WHICH HAS RESULTED IN WIDELY PUBLICIZED COMPLAINTS ABOUT THE
MILL QUALITY OF US WHEAT AND THE DIRT CONTENT OF US FEED GRAINS.
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